



Ozark Workforce Investment Area RETAIL TRADE ANALYSIS

Retail Pull Factors

Retail trade is the sale and distribution of merchandise to consumers through either a store location or non-store location such as internet, phone, catalog or advertising.

Retail trade is one of the key economic indicators of regional economies. The retail strength of a county is a function of customer base served, the buying power of the customer base and quality of the retail environment. Retail pull factor measures the retail sales captured by a county across Missouri.

In 2007, two counties in the Ozark Workforce Investment Area had a retail trade pull factor greater than 1 indicating either a gain in customers from other counties or that residents spent more than the state average. On the contrary, five counties had a pull factor below 1 indicating residents either spent less than their state counterparts or residents purchased more goods outside their county.

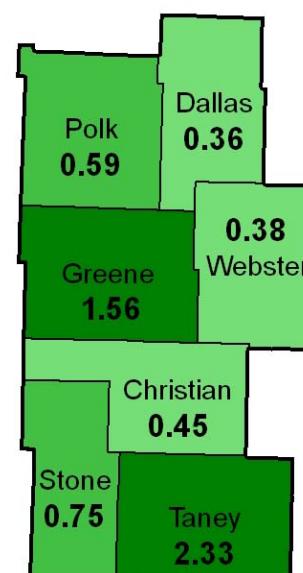
Retail Trade Sectors

- Apparel and Accessories
- Automotive dealers
- Gasoline service stations
- Building materials,
- Hardware and garden supplies
- Eating and Drinking Places
- Home furniture and furnishings
- Food
- General Merchandise
- Miscellaneous retail

Retail Industry Facts

Employment	31,171
Number of Industries	1,827
Average Wage	\$22,591

2007 Retail Trade Pull Factor



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Retail trade has been particularly strong in counties that attract tourists and among retirement communities. Taney County had the highest pull factor (2.33), followed by Greene (1.56).

Conversely, five counties lost retail customers. The counties that lost customers or spent less than the state average were located in the regions surrounding the regional trade centers. Dallas County had the lowest pull factor (0.36), followed by Webster (0.38) and Christian (0.45).

Greene County captured the most retail sales and gained the most retail customers, besides holding the highest market share. Overall, retail customers in Ozark region spent more than \$4.7 billion in retail purchases in 2007, capturing nearly 10.5% of the market share in Missouri. The retail sales pull factor rankings for the counties in Ozark region are as follows:

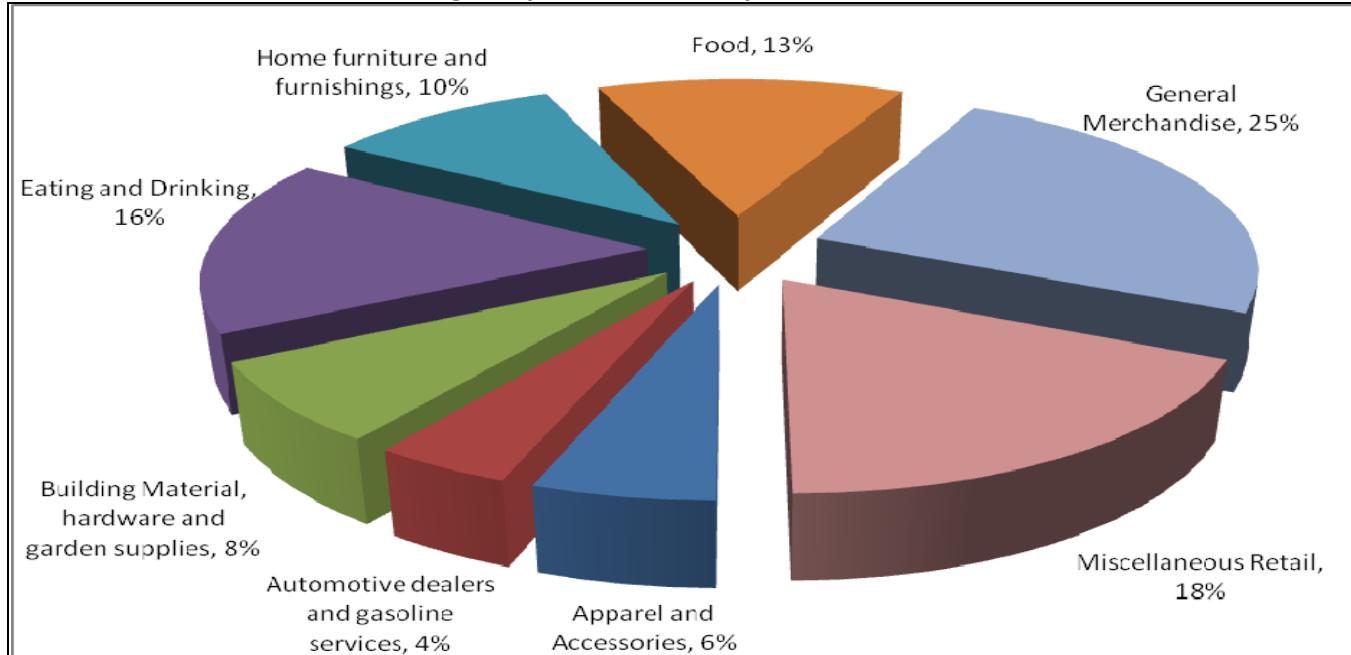
Retail Sales, Pull Factor, Trade Area Capture (TAC) and Market Share (MS) – Ozark WIA Region, 2007

COUNTY	CTPF	TAC	MS	RETAIL SALES
TANEY COUNTY	2.33	105,891	1.83%	\$825,879,377
GREENE COUNTY	1.56	405,733	7.01%	\$3,164,460,438
STONE COUNTY	0.75	23,519	0.41%	\$183,434,866
POLK COUNTY	0.59	17,406	0.30%	\$135,757,248
CHRISTIAN COUNTY	0.45	33,008	0.57%	\$257,438,012
WEBSTER COUNTY	0.38	13,283	0.23%	\$103,595,881
DALLAS COUNTY	0.36	6,026	0.10%	\$46,998,505
Ozark WIA Total		604,865	10.45%	\$4,717,564,328

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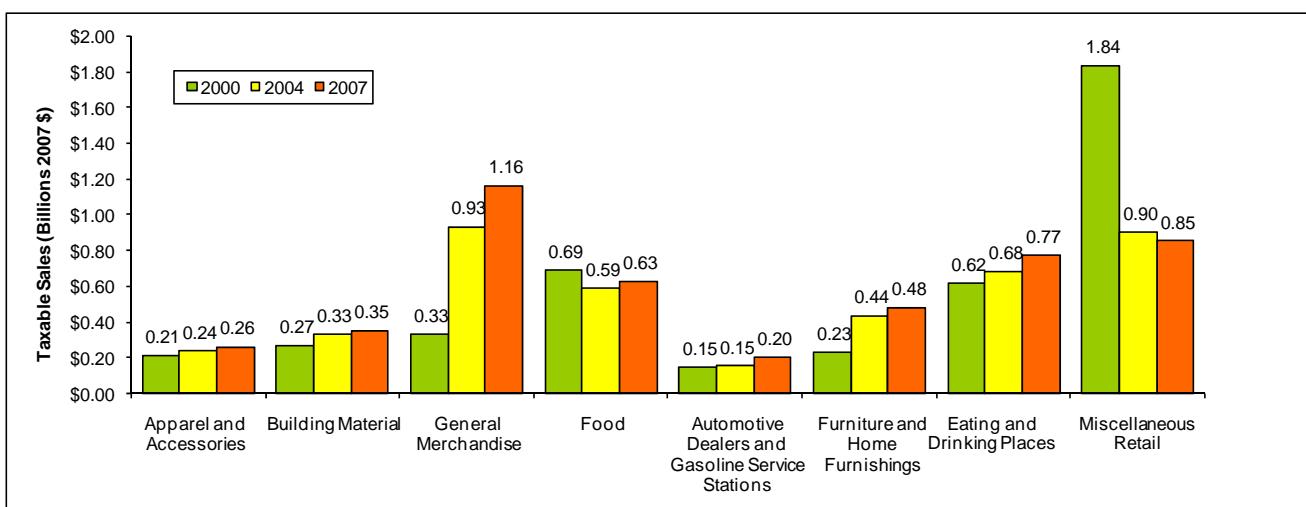
In 2007, in terms of percentage of retail sales by industry, a majority of retail sales were in the general merchandise sector (25%), followed by miscellaneous retail (18%), eating and drinking (16%), food (13%) and furniture (10%). Building materials, automotive dealers and apparel accounted for the balance of retail sales (18%) in the Ozark region.

Percent Retail Sales in Ozark WIA Region by Detailed Industry, 2007



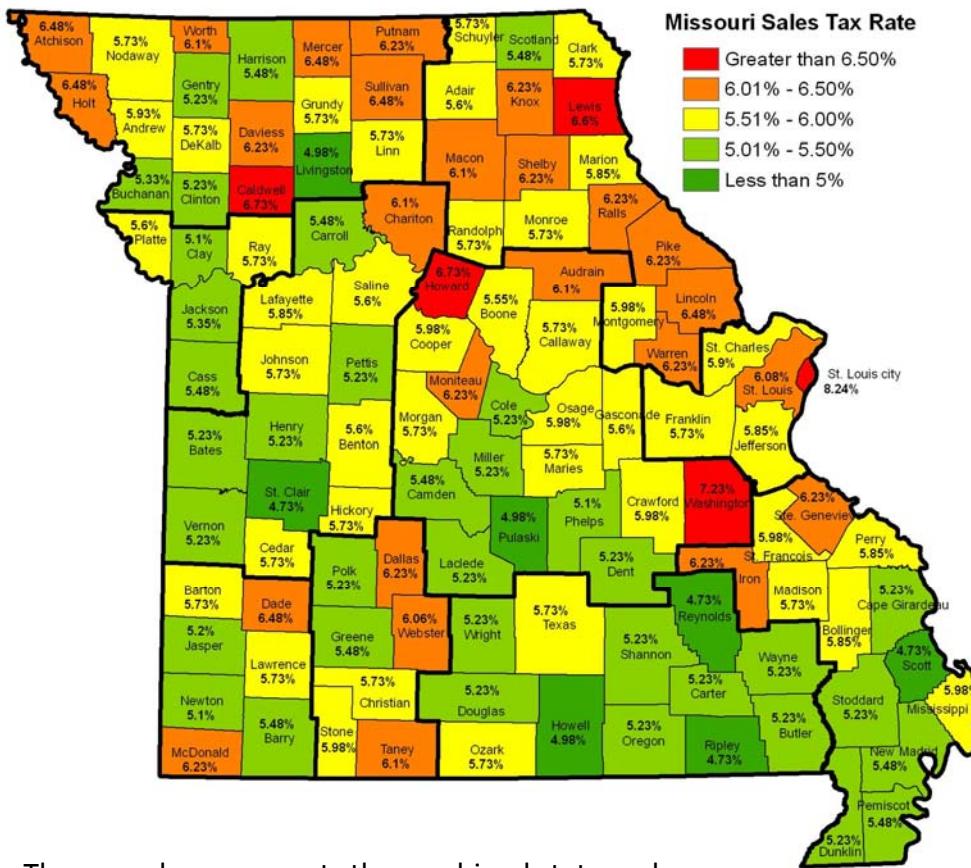
In terms of retail sales trends, the greatest increase in seven years was in general merchandise, and the steepest decline was in miscellaneous retail sectors. Consumer spending on apparel, building materials automotive, furniture and food away from home increased steadily across the years. Retail expenditure on food declined over the years.

Comparison of Taxable Sales by Detailed Industry in Ozark WIA Region, 2000, 2004 and 2007



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Missouri Sales Tax Rates



The map above presents the combined state and county sales tax rate excluding the local sales taxes. Sales tax rates in Missouri range from 4.73% to 8.24%. Within the Ozark region, Dallas County has the highest sales tax rate (6.23%) followed by Taney (6.10%) and Webster (6.06%).

On the contrary, Polk County has the lowest sales tax rate (5.23%), followed by Greene (5.48%) and Christian (5.73%). Lower sales taxes may attract retail customers as evident in counties like Greene.

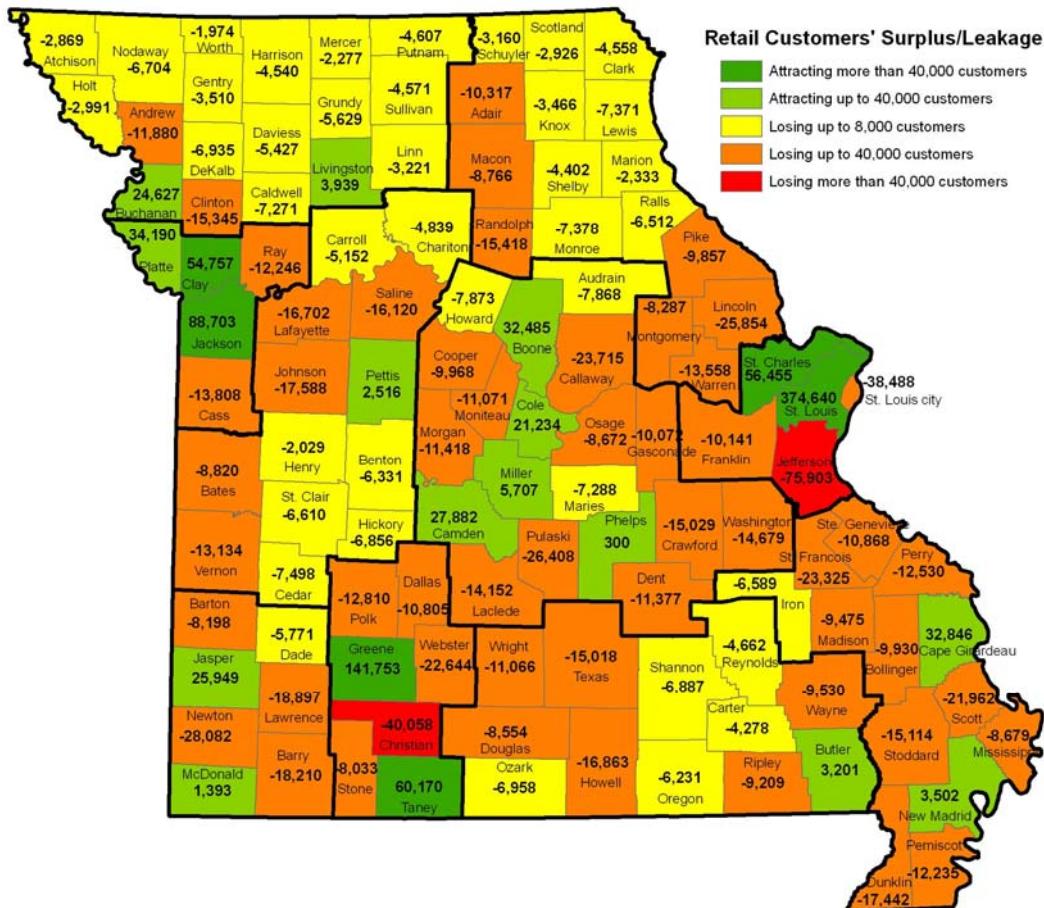
The average sales tax rate for Missouri is 5.72%. Five counties in the Ozark region have a retail sales tax rate above the state average and two counties have a sales tax rate below the state average.

COUNTY	SALES TAX
DALLAS	6.23%
TANEY	6.10%
WEBSTER	6.06%
STONE	5.98%
CHRISTIAN	5.73%
GREENE	5.48%
POLK	5.23%

Source: Missouri Department of Revenue – Sales Tax Rate Tables

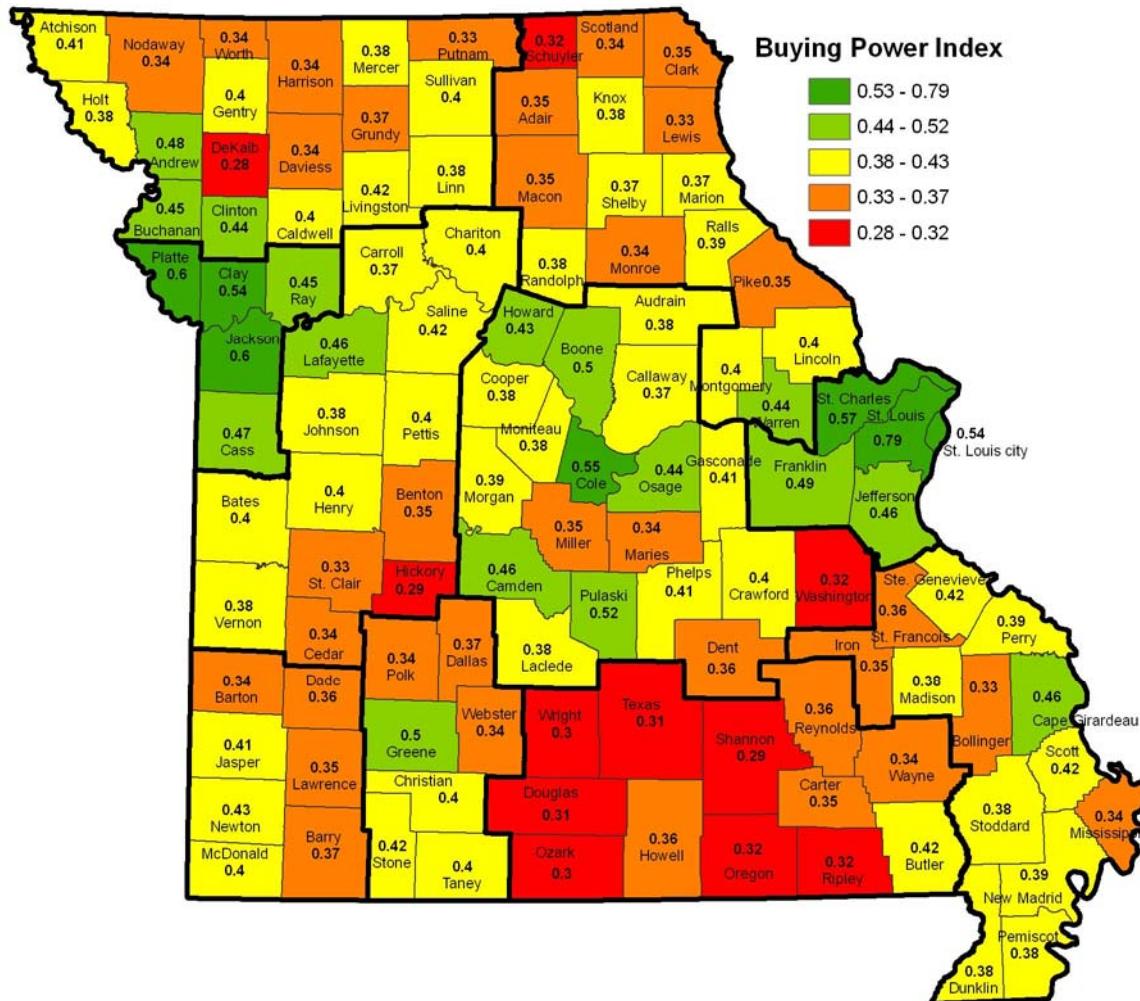
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Commuting Patterns of Retail Customers



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Buying Power Index



The buying power index is a measure of the capability of the retail customers living in that county to buy retail goods. The higher the index, the greater the ability to buy retail goods and support retail activity in the region. In Ozark region, the buying power of retail customers in Greene is relatively higher than the rest of the counties in the region. The buying power of retail customers in Polk, Webster and Dallas is relatively lower than the rest of the counties in the region.

The buying power index is calculated by the following equation:

$$\text{BPI} = \frac{(2 * \text{Population \%}) + (3 * \text{Retail Sales \%}) + (5 * \text{Per capita income \%})}{10 (\text{sum of the weights})}$$

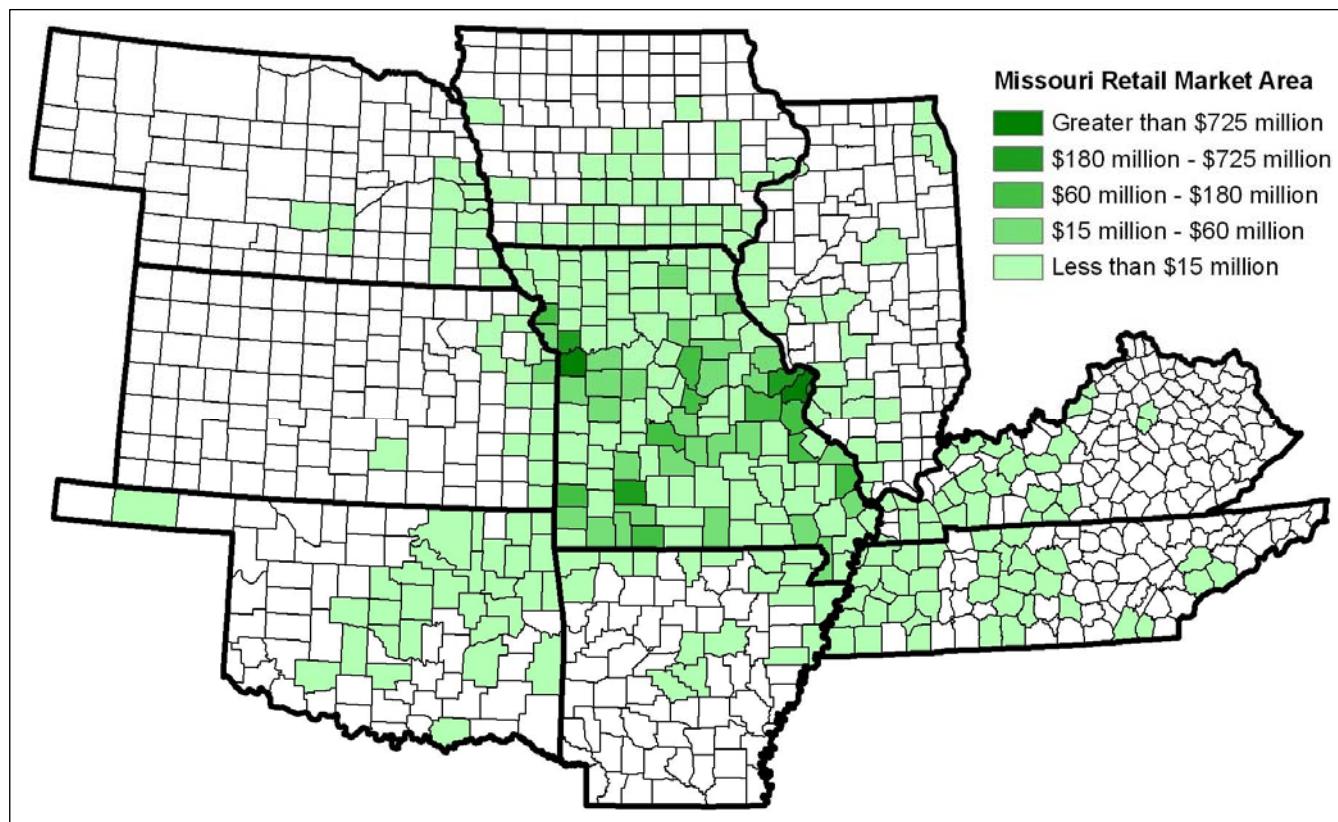
Where Population \% is the percentage of county population to that of the State of Missouri.

Retail Sales \% is the percentage of retail sales in the county to that of the State of Missouri.

Per capita income \% is the percentage of per capita income in the county to that of the State of Missouri.

Retail Market Area

Missouri Retail Market Area



Source: Minnesota IMPLAN Group, Commodity Trade Flows, 2006.

The map above shows the Missouri retail market area from which retail stores and consumers purchase apparel, furniture, general merchandise and miscellaneous retail goods.

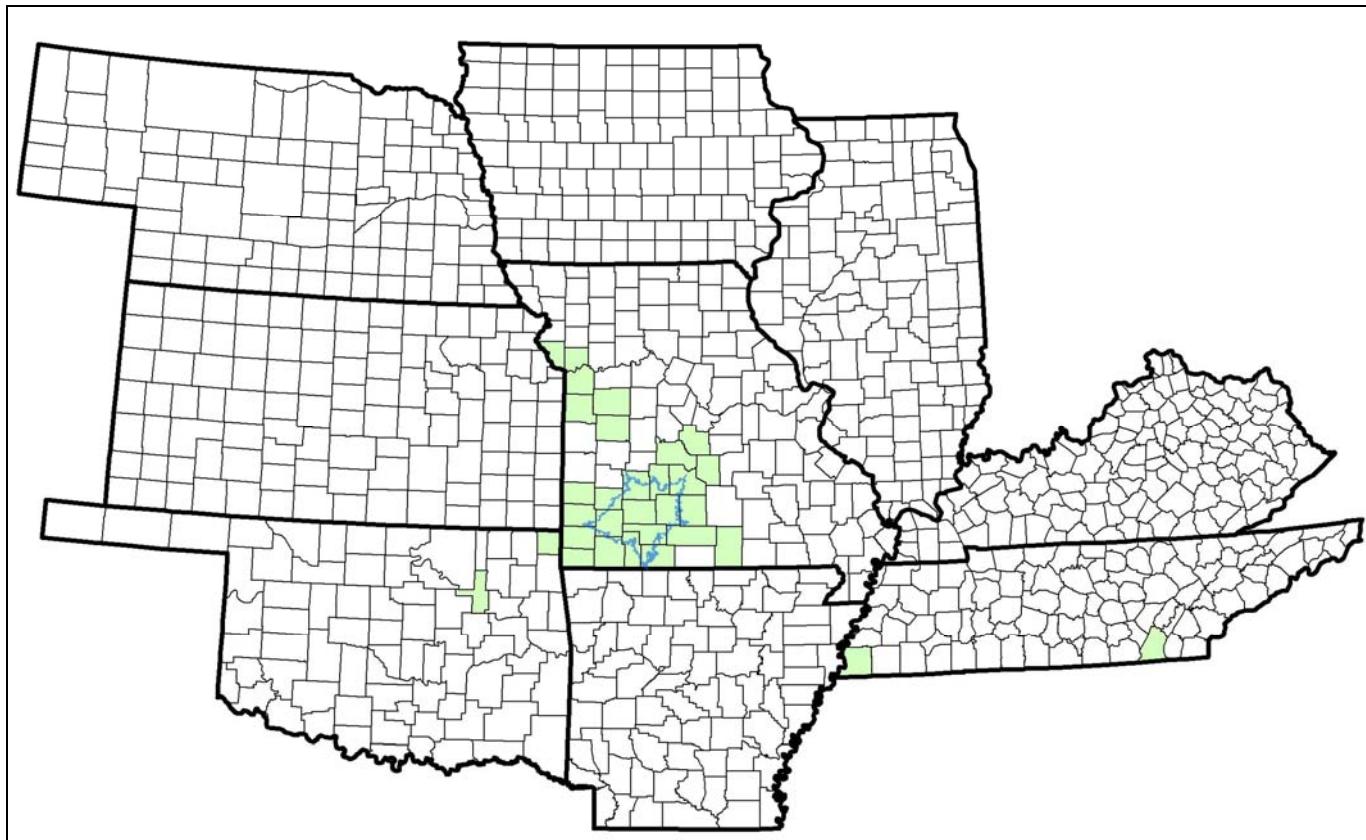
In 2007, Missouri retail customers purchased over \$5.8 billion in apparel, furniture, general merchandise and miscellaneous retail goods. The Missouri retail market includes all of Missouri and extends to all surrounding states. The volume and value of purchases by major metropolitan areas like Kansas City, St. Louis, Springfield, and St. Joseph were relatively higher than the rest of Missouri.

While the market area for general merchandise and miscellaneous retail was relatively widespread, the market area for apparel and furniture was relatively limited.

Within the Ozark region, a majority of Missouri retail goods were purchased by retail stores and consumers in Greene, Jasper, Christian, Polk, Taney, Stone and Barry Counties.

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Greene County Retail Market Area



Source: Minnesota IMPLAN Group, Commodity Trade Flows, 2006.

Greene County has the highest market share and retail sales in the Ozark region. The map above shows the retail market area for Greene County from which retail customers and stores purchase apparel, furniture, general merchandise and miscellaneous retail goods.

In 2007, Greene County retail customers predominantly resided in Taney, Polk, Laclede, Jasper, Greene, Barry, Stone, Christian and Douglas Counties. The blue boundary indicates the local market from which customers purchase retail goods and services within an hour of driving distance from Springfield.

